CERTIFICATE OF TRANSMISSION BY FACSIMILE (37 CFR 1.8) Applicant(s): BROOK W. LANG			Docket No. LANB 101
Serial No. 09/327,107	Filing Date June 7, 1999	Examiner Khanh H. Lee	Group Art Unit 2126

Invention: METHOD OF LOCALIZED NETWORK MARKETING

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CLEAN COPY OF CLAIMS

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CLAIMS

I claim:

1. A method of marketing to a user of an electronic device connected via a wireless connection to a computer wide area network, comprising the following steps:

a. selecting an electronic device connected to said computer wide area network;

b. selecting a server connected to said computer wide area network;

c. determining the network identity and physical location of said electronic device when connected to said computer wide area network;

d. determining said network identity and said network connection activities of said electronic device when connected to said computer wide area network;

e. creating a user file containing said network identity of said electronic device, physical location information of said electronic device, and said network connection activities of said electronic device when connected to said computer wide area network;

f. selecting advertising material to be sent to said electronic device; and

g. transmitting said advertising material to said electronic device over said computer wide area network using said user file.

3. A method of marketing, as recited in Claim 1, wherein the step (b) of determining the physical location of said electronic device is accomplished using a global positioning satellite system which provides global coordinate information of said electronic device when connected to said wide area network.

4. A method of marketing, as recited in Claim 1, wherein said step (c) is carried out by

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a wireless modem connected to said electronic device and used to communicate with said wireless telephone network, said wireless telephone network capable of determining the physical location of said wireless modem when connected to said wireless telephone network and moving throughout the region serviced by said wireless telephone network.

7. A method of marketing, as reciting in Claim 1, wherein the step (c) of determining the network connection activities of said electronic device is carried out by determining the existence of "cookies" on said electronic device.

8. A method of marketing, as recited in Claim 1, further including the step of identifying the user of said electronic device.

9. A method of marketing, as recited in Claim 8, wherein said user file contains user identification information and is used to transmit advertising to said electronic device.

13. A method of advertising as recited in Claim 1 wherein step (c) is carried out using information transmitted by said electronic device when connected to said computer wide area network.

14. A method of marketing, as recited in Claim 1, wherein said step (c) is carried out by a cellular telephone system capable of determining the physical location of a cellular telephone used to connect to said wide area network.

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16. A method of marketing, as recited in Claim 15, wherein said step (a) of identifying said electronic device is accomplished by determining the numerical network address assigned to said electronic device.

17. A method of marketing, as recited in Claim 1, wherein said step (c) of determining the network identity and said network connection activities from said electronic device is accomplished using client software loaded into said electronic device to transmit said information to said server.

19. A method of marketing, as recited in Claim 1, wherein in step (d) said server collects personal data of said user of said electronic device and adds it to said user file.

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

CLAIMS

I claim:

1. A method of marketing to a [users] user of an electronic device connected via a wireless connection to a computer wide area network, comprising the following steps:

a. [identifying] selecting an electronic device used to connect [connected] to [a] said computer wide area network;

b. selecting a server connected to said computer wide area network;

[b] c. determining the network identity and physical location of said electronic device when connected to said computer wide area network;

[c] d. determining the network identity and said network connection activities of said electronic device when connected to said computer wide area network;

[c.] e. creating a user file containing [the] said network identity of said electronic device, [and] physical location information of said electronic device[;], and said network connection activities of said electronic device when connected to said computer wide area network;

[d.] f. selecting advertising material to be sent to said electronic device; and

[e.] g. transmitting said advertising material to said electronic device over said computer wide area network using [the identity and physical location in] said user file.

3. A method of marketing, as recited in Claim [2] 1, wherein the step (b) of determining the physical location of said electronic device is accomplished using a global positioning satellite system which provides global coordinate information of said electronic device when connected to said wide area network.

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4. A method of marketing, as recited in Claim 1, wherein said step [(b)] (c) is carried out by a wireless modem connected to said electronic device and [a cellular] used to communicate with said wireless telephone [system] network, said wireless telephone network capable of determining the physical location of said wireless modem [used to connect said electronic device] when connected to said wireless telephone network and moving throughout the region served by said wireless telephone network

7. A method of marketing, as reciting in Claim [6] 1, wherein the step (c) of determining the network connection activities of said electronic device is carried out by determining the existence of "cookies" on said electronic device.

13. A method of advertising as recited in Claim [12] 1 wherein step [(d)] (c) is carried out using information transmitted by said electronic device when connected to said computer wide area network.

14. A method of marketing, as recited in Claim [11] 1, wherein said step (c) is carried out by a cellular telephone system capable of determining the physical location of a cellular telephone used to connect to said wide area network.

16. A method of marketing, as recited in Claim 15, wherein said step (a) of identifying said electronic device is accomplished by determining the numerical network address assigned to said electronic device [by said server].

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17. A method of marketing, as recited in Claim [11] 1, wherein said step [(a)] (c) of determining the network identity of [identifying] said electronic device is accomplished using client software loaded into said electronic device to transmit [identification] said information to said server.

19. A method of marketing, as recited in Claim [15] 1, wherein said step (d) said server collects personal data of said user of said electronic device and adds it to said user file.

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